

**Amendments to the Claims**

Please amend claim 72 as shown below.

**Listing of Claims**

This listing of claims will replace all prior versions and listings of claims in the application:

1-71 (Cancelled)

72. (Currently amended) A database searching apparatus comprising:  
an account management server;  
a search engine in data communication with the account management server  
and operative to provide search results including search listings according  
to rank; and  
a database searchable by the search engine and including a plurality of search  
listings, at least some search listings being associated with advertisers,  
the search listing associated with an advertiser including  
a search term specified by the advertiser, and  
a desired rank specified by the advertiser for a search listing and a  
maximum cost per click (maximum CPC) and a cost per click (CPC)  
associated with the desired rank for the search term and the  
advertiser,  
wherein, when the advertiser enters a new search listing or changes the  
maximum CPC of a search listing,  
the account management server is operative to adjust the CPC of the  
advertiser's search listing to maintain the desired rank,  
the account management server is operative to move the search listing to  
the highest rank possible without exceeding the maximum CPC of  
the advertiser's search listing,

the account management server is operative to maintain the CPC of the advertiser's search listing less than or equal to the maximum CPC of the advertiser's search listing,  
the account management server is operative to set the CPC of the advertiser's search listing no higher than necessary, and  
the account management server is operative to avoid setting the CPC of the advertiser's search listing so that desired ranks and CPCs of other advertisers are not maintained.

73. (Previously Presented) The database searching apparatus of claim 72 wherein the database further stores a timestamp associated with each desired rank, the timestamp indicated time the search listing was entered or changed.

74. (Previously Presented) The database searching apparatus of claim 73 wherein the search engine is configured to:  
receive a search request;  
locate one or more search listings having a matching relationship with the search request; and  
order search results from the one or more search listings using the CPC associated with the one or more search listings.

75. (Previously presented) The database searching apparatus of claim 72 further comprising:  
an account manager accessible by the advertiser to vary at least one of the maximum cost per click and the desired rank for a respective bid and desired rank.

76. (Previously Presented) The database searching apparatus of claim 75 wherein the account manager is further accessible by the advertiser to vary the maximum cost per click for two or more possible ranks specified by the advertiser.

77. (Previously presented) The database searching apparatus of claim 72 further comprising:

- one or more software agents configured to:
  - receive advertiser bid information; and
  - act on the advertiser bid information to adjust the cost per click for a specified search listing.

78. (Previously presented) The database searching apparatus of claim 77 wherein the one or more software agents is configured to:

- increase the current cost per click of the specified search listing if the rank of the specified search listing can be improved without exceeding the maximum cost per click; and
- decrease the current cost per click of the specified search listing without moving the specified search listing to a rank worse than the desired rank.

79. (Previously presented) The database searching apparatus of claim 78 wherein the one or more software agents are configured to decrease the current cost per click of the specified search listing only if no other search listing will have its respective current cost per click increased to decrease the rank of the specified search listing.

80-86 (Cancelled)